



Parenting in the Workplace Institute

Bringing New Life to the Workplace

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Babies at Work Fact Sheet

**More Than 2,100 Babies in More Than 200 Organizations
Have Been Successfully Brought to Work**

**Baby programs have been successful in office-based, cubicle-based,
open-plan, and retail environments.**

**These programs have been successful in
companies ranging from 3 to 3,000 employees.**

BENEFITS FOR BUSINESSES

Employees Return to Work Sooner	Increased Employee Recruitment
Increased Retention / Lower Turnover Costs	Babies Attract New Customers / Increased Customer Loyalty
Higher Morale and Productivity	Positive Publicity
Increased Teamwork and Collaboration	Lower Health Care Costs From Increased Breastfeeding Rates

BENEFITS FOR FAMILIES

Lower Day Care Costs	Better Financial Stability
Socialized Babies	Social Network / Support for Parents
Lower Stress for Parents	Increased Bonding
More Options for Women	Easier Breastfeeding
Enables Working Fathers to be More Involved with Their Babies	Responsive Care Means Happier Babies and Parents

SAMPLING OF ORGANIZATIONS WITH SUCCESSFUL BABY PROGRAMS

Consulting Firms	Credit Unions	Design Firms
Software Companies	Law Firms	Retail Stores
Manufacturing Companies	Non-Profits	Publishing Companies
Public Relations Firms	Schools	Government Agencies

REQUIREMENTS FOR SUCCESS

- (1) Having clear policy guidelines for parents and coworkers.
- (2) Limiting the program to babies who are not yet mobile.
- (3) Limiting the program to babies who are content in the work environment.
- (4) Limiting the program to parents who are able to simultaneously complete job tasks while caring for their babies.

BABY PROGRAM DETAILS

Babies in structured programs tend to be overwhelmingly content. This is due to four major factors:

- (1) Highly responsive care of babies by parents to avoid disturbing coworkers, resulting in psychologically healthy babies.
- (2) High levels of physical contact for the babies from parents and coworkers.
- (3) High levels of social interaction for babies due to occasional visits from coworkers.
- (4) High rates of breastfeeding, which results in healthier babies who are easier to soothe.

Parents are very motivated to make these programs work.

When there are clear guidelines that babies cannot disrupt the work environment, parents tend to meet their babies' needs at the first sound of distress, which results in happy babies who cry very little. Parents also tend to work very hard to get work tasks done, so as to ensure that they will be permitted to continue bringing their babies to work.

Babies' brains grow faster in the first six months of life than at any other time.

Babies crave information and interaction with other people. In many workplaces, babies have a variety of people to observe and interact with throughout the day, which satisfies their need for social stimulation and helps to keep them content.

After program implementation, skeptics typically become enthusiastic supporters.

Although employees and managers are often skeptical about program feasibility, once a baby program is in place and people get to know the babies, they tend to become highly supportive of continuing the program. Employees frequently comment that being around happy babies lowers their stress levels and that interacting with babies makes difficult days easier.

“Some of my direct reports thought I was off my rocker when I said I wanted to do this. But I asked them to be helpful and to give it a try—and if it didn't work, we'd let it go. Some of the biggest naysayers became some of the biggest champions when they found that, from just giving a little bit, we were retaining important staff members who were big contributors [to the business]. It has been a very, very positive program for our workplace.”

Cathy Weatherford, President
National Association of Insurance Commissioners
(115 babies to date)

“When they first announced it—when it went live—I was thinking, ‘That's ridiculous. How do they expect me to run a branch with babies?’ I just couldn't see it working. But they sold me on the program, and I've been really happy with it.”

Fran Oswald, Branch Manager
Schools Financial Credit Union (71 babies to date)